MICHELLE AEINA

UX DESIGNER

Irvine, CA

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EDUCATION

GAME AND INTERACTIVE MEDIA DESIGN, B.S
Minor in Informatics
University of California, Irvine

SKILLS

RESEARCH
C&C Analysis
Personas
Scenarios
User Journeys
User Testing

DESIGN
Wireframes
Mockups
Prototyping
Hierarchies
Information Architecture

TOOLBOX

INTERACTIVE & TECHNICAL
Figma
Unity
Basic HTML
C#
R & RStudio
GitHub

RESEARCH
Qualtrics
Miro
FigJam

VOLUNTEERING

UX OFFICER
Video Game Development Club
Spring - Fall 2023

WORK EXPERIENCE

UX DESIGN INTERN
Nuubi, Inc | Sep 2023 - Dec 2023 | Remote
Internship position at Nuubi, a LMS company that aims to gamify peer learning for student success, conducting user research and generating wireframes for the mobile app.
- Led the discovery phase by conducting and presenting a Comparative & Competitor analysis to inform MVP development.
- Collaborated in weekly design meetings to design and ideate our main features, user flows, and low-fidelity wireframes.
- Integrated gamification elements into app prototypes using game design principles, enhancing user engagement and educational outcomes.
- Contributed significantly in the design of the profile and settings screens.

PROJECTS

UX DESIGNER
University Art Galleries | April 2024 - Present | Hybrid
The University Art Galleries is UC Irvine's on-campus student art galleries. As an exhibition assistant at the galleries, I was inspired to redesign the galleries' website.
- Enhancing the user experience through persona creation, reconsidering the overall flow of the site with personas in mind.
- Led the creative overhaul of the gallery logos, and established a cohesive branding guideline, specifying typography and color palettes.
- Currently advancing the project through the development of a mid-fidelity mockup

UX DESIGNER | DEPARTMENT LEAD
Senior Capstone Project - *Project: Ether* | June 2023 - March 2024 | Remote
Project: Ether is a narrative-driven 3D stealth game completed in Unreal Engine 5. The game was done as a collaboration between 36 students at UC Irvine and LCAD.
- Lead the UX/UI team of 3, teaching skills during development.
- Designed and prototyped wireframes for the options menu & heads up display
- Coordinated and presented data from bi-weekly virtual playtesting sessions, providing critical feedback and actionable insights.

UX RESEARCHER
Discord Bot Finder | Jan 2023 - March 2023 | Hybrid
Done as a part of OpenIDEO's Design for Digital Thriving Challenge, Discord Bot Finder proposes a feature that will increase awareness for accessibility in gaming communication platforms.
- Spearheaded UX research by recruiting and conducting stakeholder interviews with industry professionals.
- Executed thematic analysis of interview data to identify key patterns and insights, directly informing the development of project concepts.
- Recognized by a judging panel for outstanding stakeholder engagement, demonstrating exceptional communication skills and stakeholder management.
- Contributed significantly to the team's pitch presentation, which was recognized among 15 groups, leading to an invitation for a private tour at Riot Games.